

ORDER



Orders
Order / Rev: 708910
Alt Order #: 06293861
Product Desc: SENATE MAJORITY PAC
Estimate: 1661
Flight Dates: 08/23/12 - 08/31/12
Original Date / Rev: 08/22/12 / 08/23/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Greer Margolis Mitchell/ Pol
Buying Contact: Kathi Fitzpatrick
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser Name: Senate Majority PAC
Demographic: A25-54
Product Codes: IS-Candidate/US Senate
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/20/12	08/26/12	29	\$60,600.00	\$51,510.00
08/27/12	09/02/12	35	\$106,500.00	\$90,525.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	29	\$60,600.00	\$51,510.00	0.00
September 2012	35	\$106,500.00	\$90,525.00	0.00
Totals	64	\$167,100.00	\$142,035.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe	T-WAS	NAT	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTSP	08/23/12	08/24/12	ON (M-Su) ON (M-Su)	CM	M-F 137, Sa 1205, --- TF--		:30	3	\$200.00	P-1	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		08/20/12	08/26/12	--- TF--			3			\$200.00	0.00				
E 2	WTSP	08/27/12	08/31/12	ON (M-Su) ON (M-Su)	CM	M-F 137, Sa 1205,MTWTF--		:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		08/27/12	09/02/12	MTWTF--			2			\$200.00	0.00				
E 3	WTSP	08/23/12	08/24/12	M-F 6-7a 6-7a 10 News	CM	6-7a	--- TF--	:30	2	\$700.00	P-1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		08/20/12	08/26/12	--- TF--			2			\$700.00	0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTSP	08/20/12-08/26/12		M-F 6-7a			6-7a	--- ThF----	:30	(\$700.00)		0.00	NM		
Credited [mg line 38=39]															
E 4	WTSP	08/27/12	08/31/12	M-F 6-7a 6-7a 10 News	CM	6-7a	MTWTF--	:30	1	\$700.00	P-1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		08/27/12	09/02/12	MTWTF--			1			\$700.00	0.00				
E 5	WTSP	08/23/12	08/24/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	--- TF--	:30	2	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				

Order / Rev: 708910
 Alt Order #: 06293861
 Flight Dates: 08/23/12 - 08/31/12

Advertiser: Senate Majority PAC
 Product Desc: SENATE MAJORITY PAC
 Estimate: 1661

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WTSP	08/27/12	08/31/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	MTWTF--	:30	2	\$1,800.00	P-1	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	MTWTF--	2		\$1,800.00		0.00						
E 16	WTSP	08/23/12	08/24/12	M-F 5-530p 5-530p 10 News	CM	5-530p	---TF--	:30	2	\$1,100.00	P-1	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	---TF--	2		\$1,100.00		0.00						
E 17	WTSP	08/27/12	08/31/12	M-F 5-530p 5-530p 10 News	CM	5-530p	MTWTF--	:30	2	\$1,100.00	P-1	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	MTWTF--	2		\$1,100.00		0.00						
E 18	WTSP	08/23/12	08/24/12	M-F 530-6p 10 News at 530p	CM	530-6p	---TF--	:30	2	\$1,100.00	P-1	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	---TF--	2		\$1,100.00		0.00						
E 19	WTSP	08/27/12	08/31/12	M-F 530-6p 10 News at 530p	CM	530-6p	MTWTF--	:30	2	\$1,100.00	P-1	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	MTWTF--	2		\$1,100.00		0.00						
E 20	WTSP	08/23/12	08/24/12	M-F 6-630p 6-630p 10 News	CM	6-630p	---TF--	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	---TF--	2		\$2,000.00		0.00						
E 21	WTSP	08/27/12	08/31/12	M-F 6-630p 6-630p 10 News	CM	6-630p	MTWTF--	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	MTWTF--	2		\$2,000.00		0.00						
E 22	WTSP	08/23/12	08/24/12	CBS Evening News CBS Evening News	CM	630-7p	----F--	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	----F--	1		\$2,000.00		0.00						
E 23	WTSP	08/27/12	08/31/12	CBS Evening News CBS Evening News	CM	630-7p	M-W-F--	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	M-W-F--	2		\$2,000.00		0.00						
E 24	WTSP	08/26/12	08/26/12	Sun 630-7p Sun 630-7p 10 News	CM	Sun 630-7p	-----S	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S	1		\$1,400.00		0.00						
E 25	WTSP	08/23/12	08/24/12	7-730p Inside Edition	CM	7-730p	---TF--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	---TF--	2		\$1,200.00		0.00						
E 26	WTSP	08/27/12	08/31/12	7-730p Inside Edition	CM	7-730p	MTWTF--	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	MTWTF--	3		\$1,200.00		0.00						
E 27	WTSP	08/23/12	08/24/12	10 News Special 10 News Special	CM	10 News Special	---TF--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	---TF--	2		\$1,200.00		0.00						
E 28	WTSP	08/27/12	08/31/12	10 News Special 10 News Special	CM	10 News Special	MTWTF--	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	MTWTF--	3		\$1,200.00		0.00						
E 29	WTSP	08/23/12	08/24/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	---TF--	:30	2	\$4,000.00	P-1	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

Order / Rev: 708910
 Alt Order #: 06293861
 Flight Dates: 08/23/12 - 08/31/12

Advertiser: Senate Majority PAC
 Product Desc: SENATE MAJORITY PAC
 Estimate: 1661

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 29	WTSP	08/23/12	08/24/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	---TF--	:30	2	\$4,000.00	P-1	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	---TF--	2		\$4,000.00		0.00						
E 30	WTSP	08/27/12	08/31/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MTWTF--	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	MTWTF--	1		\$4,000.00		0.00						
E 31	WTSP	08/25/12	08/25/12	LN (Sa) Late News (Sa)	CM	Sa 11-1135p	-----S-	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S-	1		\$2,800.00		0.00						
E 32	WTSP	08/23/12	08/24/12	Letterman Late Night with David Letterman	CM	1135p-1237a	---TF--	:30	2	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	---TF--	2		\$1,400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	WTSP	08/20/12-08/26/12		Letterman	1135p-1237a		---ThF----	:30	(\$1,400.00)	0.00	NM				
Credited [mg line 38=39]															
E 33	WTSP	08/27/12	08/31/12	Letterman Off-time Letterman Off-time	CM	12a-1a	MTWT---	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	MTWT---	1		\$1,400.00		0.00						
E 34	WTSP	08/28/12	08/29/12	Prime Political Program Republican National Convention	CM	Tue-Thur 10-11p	-TW----	:30	2	\$4,000.00	P-3	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	-TW----	2		\$4,000.00		0.00						
E 35	WTSP	08/30/12	08/30/12	Thu Prime B Big Brother 14	CM	Thu 9-10p	---T---	:30	1	\$18,000.00	P-2	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	---T---	1		\$18,000.00		0.00						
E 36	WTSP	08/26/12	08/26/12	Sun Prime B Big Brother 14	CM	Sun 8-9p	-----S	:30	1	\$18,000.00	P-2	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S	1		\$18,000.00		0.00						
E 37	WTSP	08/29/12	08/29/12	Bucs Primetime Game Bucs Primetime Game	CM	7p-10p	--W----	:30	6	\$8,000.00	P-1	0.00	NM	6	\$48,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	--W----	6		\$8,000.00		0.00						
N38	WTSP	08/24/12	08/24/12	Bucs Overnight Game Bucs Overnight Game	CM	Overnight	----F--	:30	1	\$6,300.00	P-3	0.00	NM	1	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	----F--	1		\$6,300.00		0.00						
N39	WTSP	08/25/12	08/25/12	Bucs Weekend Game Bucs Weekend Game	CM	Weekend Game	-----S-	:30	1	\$0.00	PKG	0.00	NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S-	1		\$0.00		0.00						
Totals													64	\$167,100.00	